

## SECTION: CLAIM AMENDMENTS

Pursuant to 37 CFR 1.121, a complete listing of all claims in the application, and their status, is set forth below. The text of each pending claim is also provided. Please amend the pending claims as follows, wherein added matter is underlined and deleted matter is ~~stricken through~~ or ~~[[double bracketed]]~~ in the text of the currently amended claims, relative to the immediate prior version. The claims in this listing are deemed to replace all prior claims in the application.

**PLEASE PLACE THE CLAIMS AT THE END OF THE SPECIFICATION AND NUMBER EACH PAGE AT THE BOTTOM.**

1. (Currently Amended) A ~~CM~~ Bowling Auto-Scorer for use in a bowling center, the auto-scorer being of the type comprising a computer, a plurality of consoles communicatively connected to the computer, and a plurality of monitor screens associated with one or more bowling lanes for displaying individual bowling results and game scores and , the monitor screens being communicatively connected to the computer, wherein the improvement comprises the Auto Scorer automatically providing an exciter exciter for display on a monitor screen, the exciter being related to a particular bowler's bowling result, the exciter comprising which combines an advertisement of a sponsor on monitor screen which displays bowling results and score in a bowling center.
2. (Currently Amended) The A-CM Auto-Scorer of claim 1, further comprising providing an exciter a score exciter for a bowler's bowling result game score, the score exciter comprising which combines an advertisement of a sponsor on monitor screen which displays bowling results and score in a bowling center, and the score exciter automatically displays being displayed on the monitor screen if a the bowler goes

beyond a given standard, the Auto-Scorer having means of for automatic standard judgment by frequency of ~~exciters~~ exciters, by types of ~~exciters~~ exciters, and/or by displayed frames.

3. (Currently Amended) The A-CM Auto-Scorer of claim 1, wherein ~~providing an~~ the excitor for a bowler's bowling result by is a non-animated, video recorded motion picture and sound of an actual person on monitor screen which displays bowling results and score in a bowling center.

4. (Currently Amended). The A-CM Auto-Scorer of claim 2, wherein the game score exciter for a bowler's bowling game score is a non-animated, video recorded motion picture and sound of an actual person providing an excitor for a bowler's bowling result by a non-animated, video recorded actual person's motion picture and sound on monitor screen which displays bowling results and score in a bowling center, and automatically displays if a bowler goes beyond a given standard having means of automatic judgment by frequency of ~~exciters~~, by types of ~~exciters~~, and/or by displayed frames.

5. (New) The Auto-Scorer of claim 1, wherein bowling results include strikes and spares.

6. (New) An automatic bowling auto scorer for use in a bowling center with a plurality of lanes, comprising:

a. a main computer host for input of commercial video exciters, including individual bowl result exciters relating to strikes and spares and game score exciters, and for input of control commands for the display of the commercial exciters, the commercial exciters consisting essentially of an advertisement of a sponsor, the main computer further having means for automatic standard judgment based on frequency of exciter during a bowling game, type of exciter, and displayed frames;

- b. a plurality of scorer consoles communicatively connected to the host computer, each console being adapted for being disposed at a lane of a bowling center, the consoles including data relating to individual bowl results and game scores;
- c. a plurality of overhead monitor screens associated with at least one lane of the bowling center, for displaying individual bowl results, including strikes and spares, and game scores, each monitor screen being communicatively connected to a console;
- d. a picture display host communicatively connected to the main computer host, the picture display host providing commercial exciter requirements based on data from the consoles;
- e. a plurality of picture display computers communicatively connected to the picture display host, each picture display computer being associated with for at least one lane, storing commercial exciters relating to each game in the associated lane, and providing commercial exciters to the monitor screen associated with the lane; and
- f. a multi-selector communicatively connected to the picture display computers and to the overhead monitor screens, the multi-selector switching commercial exciters from the picture display computers to the monitor screens, whereby bowl result commercial exciters are displayed after each bowl based on particular bowl results and whereby game score commercial exciters are displayed at the conclusion of each game based on game scores and processed by means for automatic standard judgment.

7. (New) The automatic bowling auto scorer of claim 6, having a methodology for use comprising the steps of:

- a. bowling data relating to a bowler is provided from the main computer and the console, and displayed on the monitor screen of the bowler's lane;
- b. a title scene relating to game start is displayed on the monitor screen;

c. a bowl result exciter is displayed relating a the particular result of each bowl of the bowler;

and

d. upon completion of a bowler's game, a game score is displayed on the monitor screen and a

game score commercial exciter is displayed relating to the bowler's game.